CHEVROLET

P*OPULARITY L*EADERS

Chevrolet trucks are America's *favorite* trucks. Last year's official registration figures show that Chevrolet trucks were preferred over the next *two* makes combined . . . the truck buyer's *first* choice in each and every one of the forty-eight States. That's very convincing proof, don't you agree, that Chevrolet trucks do a better job and offer more value. And *that's* a very good reason for looking over the new Advance-Design trucks now at your Chevrolet dealer's. You'll find a model to meet your need, whatever your business may be.

CHEVROLET MOTOR DIVISION, *General Motors Corporation*, DETROIT 2, MICHIGAN

P*L*

ADVANCE-DESIGN
TRUCKS

P*AYLOAD L*EADERS

The rugged construction and all-round economy of Chevrolet P•L trucks cut running and maintenance costs—let you deliver the goods with real reduction in cost per ton per mile. Chevrolet trucks pay off with big payloads!

P*ERFORMANCE L*EADERS

The most powerful Chevrolet trucks ever built! Your choice of two great Valve-in-Head engines gives you high pulling power over a wide range of usable road speeds—high acceleration to cut down total trip time

P*RICE L*EADERS

From low selling price to high resale value, you're money ahead with Chevrolet trucks. Their rock-bottom initial cost—outstandingly low cost of operation and upkeep—and high trade-in value, all add up to the lowest price for you

CHEVROLET

P*AYLOAD L*EADERS

Chevrolet P•L trucks earn their keep. Rugged Advance-Design construction enables owners to cut the cost of maintenance . . . keep them rolling to rigid schedules. Chevrolet trucks are economical to buy and operate. They're low in price and go light on the gas and oil. Owners figure to save on every trip and every job, for these trucks really trim the cost per ton per mile. That's why they're America's fastest sellers. That's why they're America's Payload Leaders.

P*•L*

ADVANCE-DESIGN
TRUCKS

CHEVROLET MOTOR DIVISION, *General Motors Corporation* DETROIT 2 MICHIGAN

P*ERFORMANCE L*EADERS

The new Chevrolet P•L trucks are the most powerful in Chevrolet history. Two great Valve-in-Head engines give you high pulling power over a wide range of usable road speeds—high acceleration to cut down total trip time.

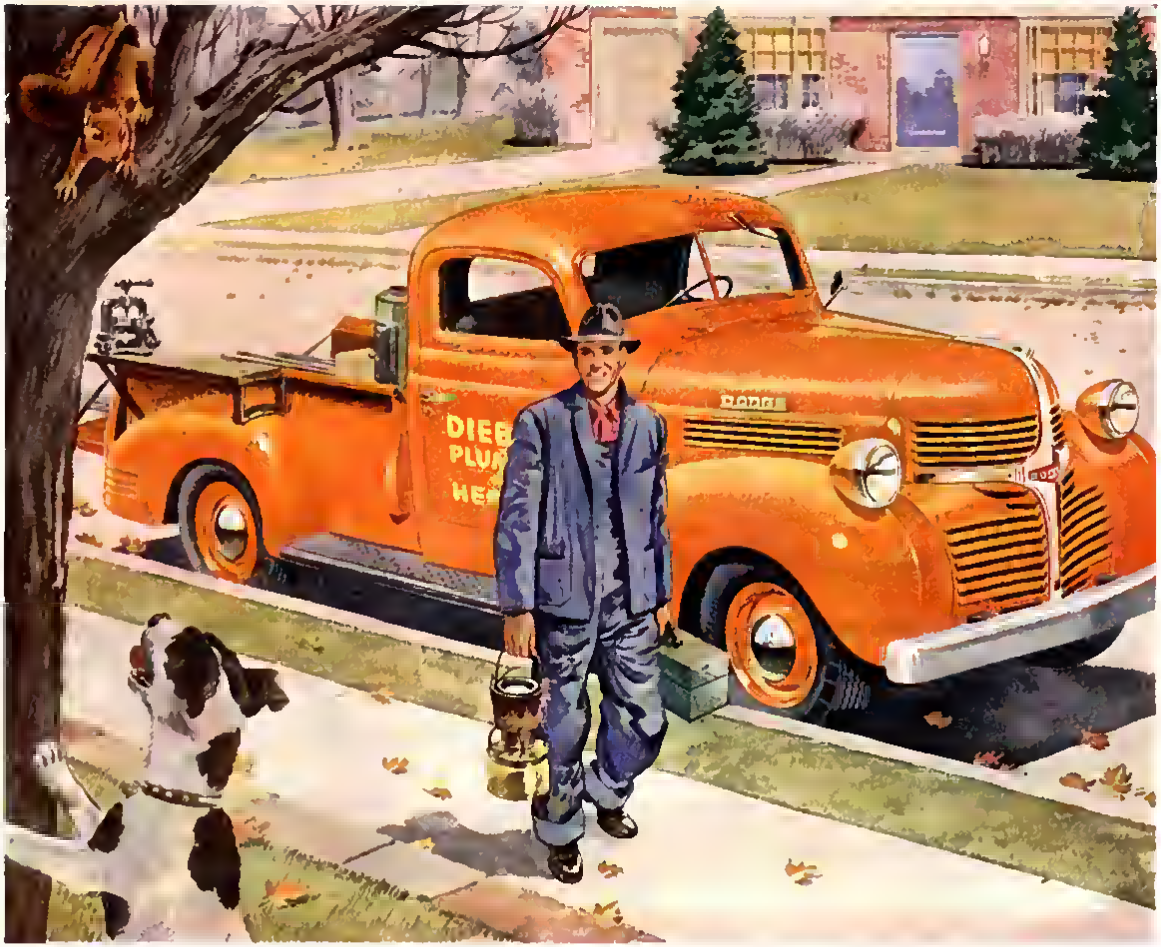
P*OPULARITY L*EADERS

Chevrolet trucks, for the last full year, have outsold the next two makes combined—convincing proof of the owner satisfaction they have earned through the years—proof that Chevrolet is America's most wanted truck.

P*RICE L*EADERS

From low selling price to high resale value, you're money ahead with Chevrolet trucks. Their rock-bottom initial cost—outstandingly low cost of operation and upkeep—and high trade-in value, all add up to the lowest price for you.

HELCK



Worth waiting for

More new Dodge *"Job-Rated"* trucks are being built than ever before.

More users of trucks are *waiting* for Dodge *"Job-Rated"* trucks . . . than ever before.

Their reason for waiting: Dodge *"Job-Rated"* trucks fit the job! They're *engineered* to fit the job; *built* to fit the job!

Your *"Job-Rated"* truck will have the right capacity to carry your loads. It will have the right power to move your loads. Every unit throughout . . . clutch, transmission, axles, springs, brakes and tires . . . will be *"Job-Rated"* to fit your job.

It all adds up to: (1) the finest truck performance you've ever known; (2) maximum economy of operation; (3) longer-lasting trucks with famous Dodge dependability; (4) easy handling and smooth riding; (5) better service to your customers at lower cost.

Worth waiting for? See your Dodge dealer now. You may get delivery sooner than you think.

TRUCKS TO FIT 97% OF HAULING NEEDS

Dodge *"Job-Rated"* trucks include panels, pick-ups, canopies, stakes, tractors and many chassis and cab models (conventional and cab-over-engine design) . . . ranging from light delivery models up to 40,000-pound gross weight tractor-trailer units.

DODGE DIVISION of CHRYSLER CORPORATION

REMEMBER—ONLY DODGE BUILDS *"Job-Rated"* TRUCKS!

DODGE *Job-Rated* TRUCKS

FIT THE JOB ... LAST LONGER

ANNOUNCING NEW GMC'S

There is a new half-ton with either 112-inch or 126-inch wheelbase and a new many-feature 1½-2 ton GMC . . . priced near the lowest . . . refinements and improvements . . . advanced streamline appearance that sets a new standard . . . Value through and through.

THE TRUCK GMC SERVICE

GENERAL MOTORS TRUCKS & TRAILERS

GENERAL MOTORS TRUCK COMPANY . . . PONTIAC, MICHIGAN

Snow *Tonight* Clear *Tomorrow*

"It's an INTERNATIONAL!"

In the Triple-Diamond Emblem is *the Greatest Name in Trucks*

INTERNATIONAL

Thirty-three years ago a bold name appeared on a pioneer truck. It was the first INTERNATIONAL, named for International Harvester. The name was mainly *pledge* and *promise* then. Now it is the greatest name in trucks. Wherever loads are hauled today, in the remote corners of the world or just around the corner from you, truck men are proud to say, "It's an International!"

A third of a century of "fixed idea" has brought this about—33 years of Harvester determination to provide truck transportation at the lowest possible cost for any man with loads to haul.

International's 242 Company-owned branches with their factory-service facilities, and the thousands of service-trained dealers, have played a vital part in the International Truck reputation of today. *Truck quality—service readiness.* These make International *performance* and *economy,* and that's the substance of truck ownership.

Performance and economy—in a handsome package. Note the *beauty* of the heavy-duty unit shown below. International Harvester sells more heavy-duty trucks (2-ton and up) than *any other three manufacturers combined.* You can see that users like to say, "It's an International!"

Fit Internationals to *your* hauling problems. Sizes range from ½-ton all the way to powerful 6-wheelers. See any dealer or branch.

INTERNATIONAL HARVESTER COMPANY
(INCORPORATED)
180 North Michigan Avenue Chicago, Illinois

Copyright 1939, by International Harvester Company, Incorporated

INTERNATIONAL TRUCKS

32 Years... or an AFTERNOON

A CARGO of cookies on a highway in the palms of Florida—another load for another International Truck. A setting out of the ordinary and a product that is "different"—but behind the scenes is the same search, the same happy solution for the *problem of hauling*. In every community in the land, men with ambition and resourcefulness—and a need for partnership with *trucks*—are pinning their faith to International. How do they go about deciding on *this* make of truck?

Well—people are not all alike. It all depends on physical and mental make-up. In the buying of a truck, as in the buying of a trinket, some men buy in a twinkling while others go about it methodically.

Human nature being what it is, most Internationals are bought either on Harvester reputation or on a careful study of the truck. The *twinkling* buyer relies on the good will this product has built up during the 32 years of International Truck manufacture, and on the style of the truck as he sees it. The *methodical* man probably goes down of an afternoon to the display room of the International dealer or branch and gets the complete mechanical low-down on today's models, tries the truck out on the highway, looks into the service set-up, and checks up on practical things like that.

We asked the master minds of Jack's Cookie Co. how they came to choose Internationals. It seems they used a little of both, mixing quality ingredients as they do in making a batch of cookies. Starting with International's reputation they added a few hours of close investigation, and the outcome is a fine job of economy hauling and complete satisfaction all around.

Varying body and load weights call for a range of chassis capacities. INTERNATIONAL *provides a full line of trucks from Half-Ton up to powerful Six-Wheelers.*

INTERNATIONAL HARVESTER COMPANY
(INCORPORATED)
180 North Michigan Avenue Chicago, Illinois

PHOTO BY [illegible] CITY, TAMPA

INTERNATIONAL

INTERNATIONAL TRUCKS

Only DODGE builds "Job-Rated" trucks

When your truck fits the job, it lasts longer. It costs less to operate. It stays on the job . . . *economically*. You save money in many ways.

From a range of 248 basic chassis models, your Dodge dealer has the engineering data to select the right Dodge "*Job-Rated*" truck to fit your job.

Tell your Dodge dealer what loads you haul, and he'll specify the right capacity. Tell him the type and size body you need, and he'll specify the *right* wheelbase for correct load distribution. Tell him your grade and speed requirements and he'll specify the right *rear* axle and gear ratio.

All other units of your truck . . . engine, clutch, transmission, springs, brakes, and tires . . . will be "*Job-Rated*" for top performance with *your* loads.

For maximum economy of operation—for long-lasting dependability—get the truck that best fits *your* job . . . the *right* Dodge "*Job-Rated*" truck.

For the location of the Dodge dealer in your community, consult the yellow pages of your local telephone book.

. . . AND THERE'S ONE TO FIT YOUR JOB !

248 DIFFERENT BASIC CHASSIS MODELS...

Up to 23,000 Pounds Gross Vehicle Weight...
Up to 40,000 Pounds Gross Tractor-Trailer Weight

DODGE *Job-Rated* TRUCKS

SURVIVAL OF THE FITTEST

Essential home front transportation . . . vital to the nation in war and peace . . . is in the midst of a struggle for survival. The supply of motor trucks has been dwindling for nearly three years. Practically none can be replaced. In an effort to give real help to all owners of motor trucks in this critical situation, White pioneered *Personalized Service*. It is unlike any other truck maintenance plan. It is far more comprehensive. It will work for you—regardless of where your service work is done. It will postpone the day of the last mile built into your truck. Your local White Branch or Dealer will furnish full information.

THE WHITE MOTOR COMPANY
Cleveland, Ohio, U. S. A.

A limited number of new Super Power Whites is now in production for essential services. Your White representative will be glad to help you make application.

White

FOR MORE THAN 40 YEARS THE GREATEST NAME IN TRUCKS

Quality is a Scientific Fact

OUIS PASTEUR'S DISCOVERY . . in a brewery . . created the pasteurization process which ade possible the aseptic packaging of all foods. nd ever since, science has created new horizons or the brewing industry . . . both in quality nd in the number of its essential by-products. ast year, the industry paid more than a hundred illion dollars for farm products Each year, it eturns hundreds of thousands of tons of brewers' rains to farmers in the form of cattle and poultry feeds made twice as rich in proteins as the original grain by chemical changes occurring in the brewing process. The industry in 1945 paid $656-million in Federal taxes alone . . . and is one of the twenty largest users of motor transportation, employing a million persons in distribution.

Ever since the days when thoroughbred Clydesdales and Percherons bespoke the quality standards of the brewing industry, White Trucks have been entrusted with the tradition In all fields, quality transportation helps provide a higher degree of public service. And for the new era of greater distribution efficiency ahead, White Super Power Trucks offer greater opportunities for better service at less cost than ever before

White

THE WHITE MOTOR COMPANY
Cleveland, Ohio, U. S. A.
THE WHITE MOTOR COMPANY OF CANADA LIMITED, Factory at Montreal

OR MORE THAN 45 YEARS THE GREATEST NAME IN TRUCKS

New Holiday for Housewives

"MOVING DAY" is no longer the wearisome week it was. Today, moving across the street or across the nation is as simple as giving your old and new address over the telephone to a modern moving and storage company. Every detail may be left to professional experts and your most precious possessions will move in perfect safety . . . in the hands of bonded carriers and be there when you arrive.

One of the first White Trucks was the first motorized moving van and during all the years since, White has pioneered advances which have gone a long way to make possible the perfected transportation service provided by the modern moving and storage industry. Today, White Super Power trucks enjoy marked preference among leaders in the field.

White

THE WHITE MOTOR COMPANY
Cleveland, Ohio, U. S. A.
THE WHITE MOTOR COMPANY OF CANADA, LIMITED
Factory at Montreal

FOR MORE THAN 45 YEARS THE GREATEST NAME IN TRUCKS

The costs of operating and maintaining a route delivery fleet are going UP-UP-UP! Future conditions will demand the utmost in economy. Short-lived, "profit-eating" trucks will be a handicap. Over 1500 concerns now deliver with the 10-YEAR-BUILT **DIVCO-TWIN.** By their own records, these firms have saved thousands through rock-bottom operating costs, long vehicle life, lowest maintenance costs!

THE PATENTED

Divco-Twin

THE WORLD'S MOST ECONOMICAL ROUTE DELIVERY VEHICLES

DIVCO-TWIN TRUCK COMPANY • DETROIT

Your good friend... King Coal

NO FAIR WEATHER FRIEND is he, King Coal, dispenser of heat, electric light and power. Essential to transportation. Important to health, as a chemical source of new drugs. Even to beauty, as an ingredient of cosmetics! Because coal is so versatile, the industry is a principal user of the most *versatile* form of transport . . . motor trucks. And alert to the new efficiency of trucks exactly suited to the work they perform, this progressive industry uses many types of Super Power Whites. Correctly selected, properly maintained and skillfully manned, they are *precision tools of transportation.* These three factors are the basis of The Continuing Control System of Truck Management. Your White Representative will gladly explain how this System can be applied to your business.

White

THE WHITE MOTOR COMPANY
Cleveland, Ohio U. S. A.
THE WHITE MOTOR COMPANY OF CANADA, LIMITED
Factory at Montreal

FOR MORE THAN 45 YEARS THE GREATEST NAME IN TRUCKS

© JonWilliamson.com

1 "Thank goodness, it wasn't our place this time! For one terrifying second we thought it was stopping at our house. It wasn't, but it was near—right down our street . . .

2 Seeing it happen so close to home, made us both wonder what we'd stand to lose if our house went up in smoke. My wife and I took a quick checkup of our possessions that night . . .

3 For the first time in years we measured our home in dollars and cents—and what a shock! Our fire insurance would never cover what we would have to pay for replacements at *today's* prices."

A man doesn't think much about his fire insurance until a scare like this sets him wondering. And then if he's smart he wonders—or else his wife does it for him—whether his fire insurance is sufficient to cover today's increased values.

Your insurance man has the answer to that one. He'll tell you that today the values and repair or replacement costs on your home and furnishings are nearly one-half again as much more than they were ten years ago.

He'll also give you the welcome word that while most things have gone up, the cost of fire insurance has actually been *reduced* 40% since 1915.

And, by the way—if your home and its contents are not protected against losses by Windstorm, Hail, Riot, Aircraft, Vehicles or Explosion (except steam boiler)—you can add this extended coverage to your present fire policy. Ask your Agent or Broker about this.

Insurance Company of North America, founded 1792, oldest American stock fire and marine insurance company, heads the North America Companies which write practically all types of Fire, Marine, Automobile, Casualty and Accident Insurance through your own Agent or Broker. North America Agents are listed in local Classified Telephone Directories.

1792 PROTECT WHAT YOU HAVE

INSURANCE COMPANY OF
NORTH AMERICA
COMPANIES, *Philadelphia*

INSURANCE COMPANY OF NORTH AMERICA • INDEMNITY INSURANCE COMPANY OF NORTH AMERICA • INSURANCE COMPANY OF NORTH AMERICA
THE ALLIANCE INSURANCE COMPANY OF PHILADELPHIA • NATIONAL SECURITY INSURANCE COMPANY • PHILADELPHIA FIRE AND MARINE INSURANCE COMPANY

JonWilliamson.com

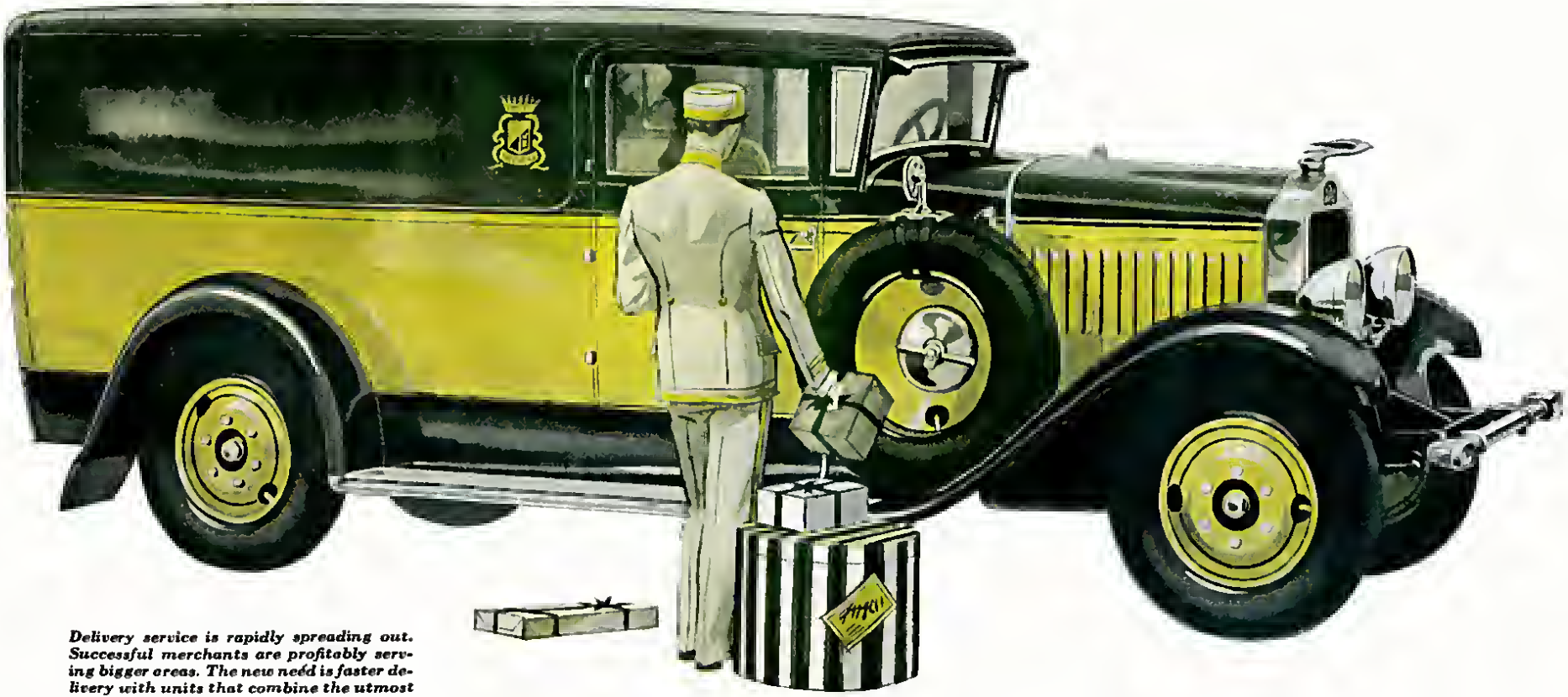
Clock watcher?... **You Bet!**

Minutes are precious to the drivers on America's cross country truck routes. Cargoes accepted must be delivered safely and on schedule. The man at the wheel is dedicated to this task. That he is so dedicated is assurance of the delivery of your shipments, safe, sound and on time!

jan 1951

THE TRAILMOBILE COMPANY

Sales and Service Coast to Coast in the United States and Canada



Delivery service is rapidly spreading out. Successful merchants are profitably serving bigger areas. The new need is faster delivery with units that combine the utmost in style with dependable, economical performance.

WHITE *and* WHITE

Over five million people are employed by the American Trucking Industry—more than by any other industry with the single exception of agriculture. The Trucking Industry is composed of hundreds of independent companies in direct competition with each other as well as with all other forms of transportation. These five million people, engrossed in the pioneering of a great new industry, are not particularly well organized nor are they represented in Washington and in the State Capitals by strong aggressive lobbies. Neither are they possessed of unlimited advertising funds. But, like millions of other quiet, efficient Americans—they also serve.

THE TRAILMOBILE COMPANY

Sales and Service Coast to Coast in the United States and Canada

Switch to Better Living

A FLICK OF THE FINGER makes modern living more convenient, healthier . . . in a hundred different ways. Night becomes day . . . the family's meals are cooked to perfection . . . wash day is reduced to hours. These are only a few of the home tasks performed by the same low cost *dependable* electric power that turns so many wheels of industry and enables millions of jobs to be provided.

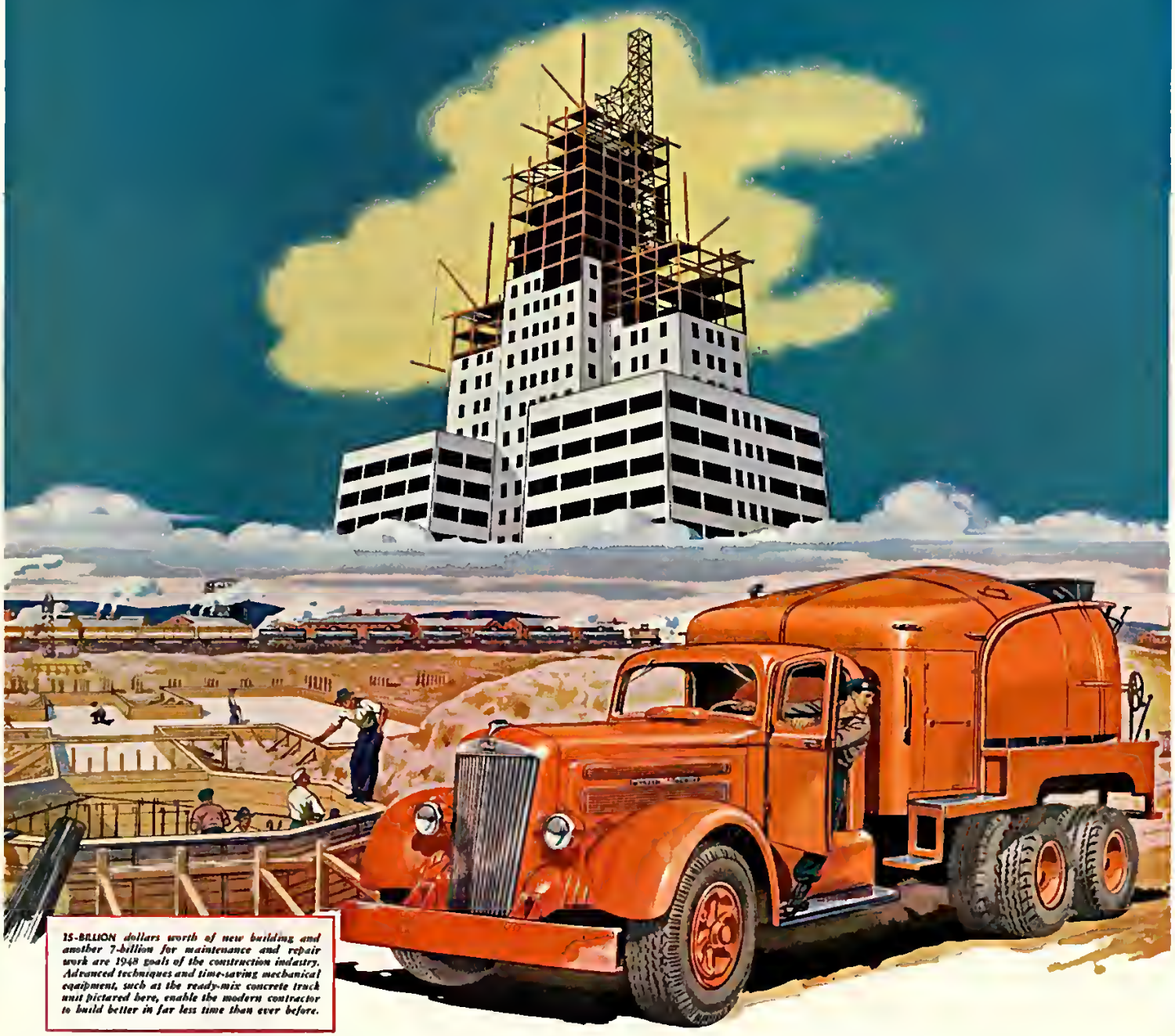
Because *dependability* is a 24-hour-a-day requirement of the electric industry, dependable trucks are used in great numbers to keep uninterrupted service maintained. In this field, White trucks have always enjoyed marked preference. As in so many others in which dependable, low cost service is the important factor, White trucks are leaders in the electric power and light field.

White

THE WHITE MOTOR COMPANY
Cleveland, Ohio, U. S. A.
THE WHITE MOTOR COMPANY OF CANADA LIMITED, Factory at Montreal

FOR MORE THAN 45 YEARS THE GREATEST NAME IN TRUCKS

Building America's *New Horizons*



15-BILLION dollars worth of new building and another 7-billion for maintenance and repair work are 1948 goals of the construction industry. Advanced techniques and time-saving mechanical equipment, such as the ready-mix concrete truck unit pictured here, enable the modern contractor to build better in far less time than ever before.

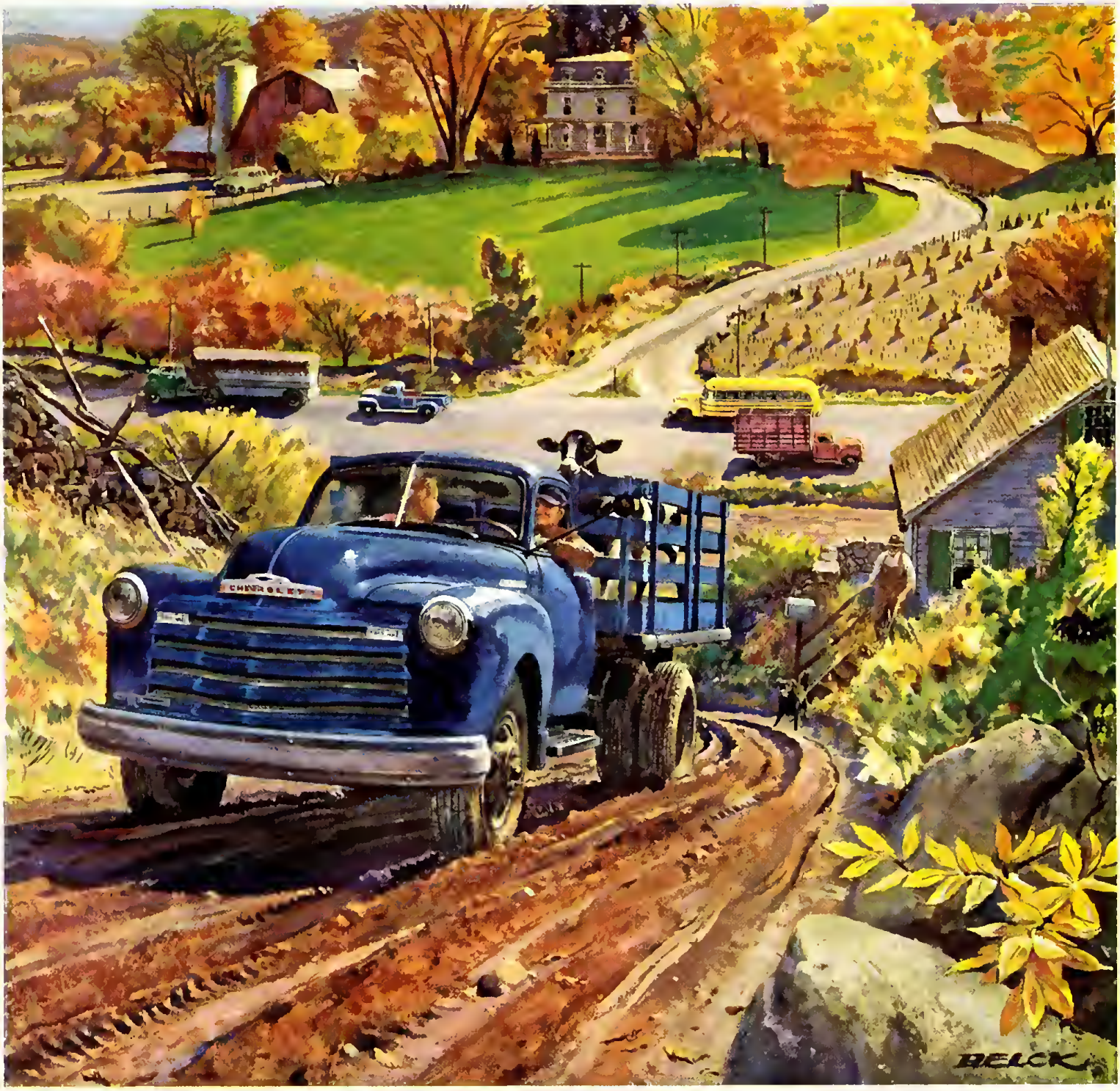
FEW AMERICANS are ever out of sight of things built by the construction industry. Your home...the places where you work and play...the roads and streets you travel...all the things that make modern living possible are products of America's biggest business, next to agriculture—*construction.*

Accustomed to creating products with extremely long life, building contractors use high-quality, long-life equipment as a matter of course. They know the economy of quality trucks, designed for each particular job... and the expensive shortcomings of a "bargain." That's why Super Power Whites are preferred in fleets of leading quality builders. The wisest truck investment for any service is one based on the performance, long life and economy of White quality. Your local White Representative will gladly provide facts and figures in terms of your own business.

White

THE WHITE MOTOR COMPANY
Cleveland, Ohio, U. S. A.
THE WHITE MOTOR COMPANY OF CANADA LIMITED
Factory at Montreal

FOR MORE THAN 45 YEARS THE GREATEST NAME IN TRUCKS



Light Loads or Heavy . . . Good Roads or Bad

IT'S A CHEVROLET JOB!

Loaded with power, Chevrolet trucks with the great Loadmaster 105-h.p. engine have what it takes for rough ground and the long, hard pulls. Certified ratings prove that these Chevrolet trucks provide *more net horsepower*—power delivered at the clutch—than any of the five other leading standard equipped conventional trucks in this weight class, 13,000 to 16,000 lbs. G.V.W.* With this extra get-up-and-go, Chevrolet trucks serve you better . . . and cut your costs, too.

You save time on the road, money on operations, and—with Chevrolet's built-for-the-load construction—spend less on maintenance. That all adds up to low cost per ton mile—on every mile of *every* job! It's one of the many reasons why Chevrolet trucks are the nation's biggest truck values, and the choice of more truck operators than any other make. But get the rest of the reasons for Chevrolet truck popularity before you buy any truck. See your Chevrolet dealer.

*Gross Vehicle Weight.

CHEVROLET

ADVANCE-DESIGN TRUCKS

CHEVROLET MOTOR DIVISION, GENERAL MOTORS CORPORATION
DETROIT 2, MICHIGAN

RAILWAY EXPRESS AGENCY

Bought the FIRST Cab-over-Engine

INTERNATIONAL

They NOW own 290

WHEN you ship by express you get fast service because Railway Express Agency knows the hauling business. They bought the first Cab-Over-Engine International ever built. And now they own 290 of these trucks in their fleet of *more than 600 Internationals.*

Indisputable *proof* of the highly dependable service and low maintenance cost of International Trucks is found in the simple fact that Railway Express has added *400 new Internationals to their fleet this year!*

Two famous symbols of speed and service ride on these great trucks—the well-known Diamond of Railway Express and the Triple Diamond of International Harvester. Wherever these trucks go the nationwide network of the world's largest company-owned truck service organization is always at the service of Railway Express. And at the service of every International owner!

It will pay you to apply the experience of Railway Express to the hauling problems in your business. Your hauling may be the same kind as that of Railway Express. Or it may be very different. But you can bank on this: *Internationals will do the same kind of profitable hauling for you.*

Get a demonstration now. International sizes range from ½-ton delivery to heavy-duty 6-wheelers.

INTERNATIONAL HARVESTER COMPANY
180 North Michigan Avenue Chicago Illinois

INTERNATIONAL TRUCKS

And at Dutch Harbor, Too-

HUSKY 6-WHEEL FEDERAL TRUCKS HELP MAKE STRONG THE BASTIONS OF AMERICA

Long before the Aleutians became a by word in America, our military strategists were preparing these island bastions of the far north for the defense of our country.

Air bases, landing fields, barracks and port facilities were planned—expanded—rushed to completion as part of our hemispheric defense program. Into this urgent construction work rolled fleets of big, husky, heavy duty Federal Trucks—requisitioned for their unequalled stamina by the engineering contractors assigned "to get the job done."

"For Excellence
IN WAR PRODUCTION—"

ARMY E NAVY

• Federal was awarded the Army and Navy "E"—building thousands of the biggest trucks ever used by Uncle Sam for both branches of the Service.

These powerful, six-wheel, tandem-drive units were put to the toughest tests trucks are called upon to face. They performed a magnificent, round-the-clock, non-stop service...aided in forging another strong link in America's spreading battle lines.

Federal's strict adherence to its famous *balanced* type of engineering design has supplied both our own and our Allies' workfronts and war fronts with the kind of job-tailored fitness and bred-in-the-bone dependability that spells a new high in serviceability. Again we repeat: *Toss the Tough Jobs to Federal!*

FEDERAL MOTOR TRUCK CO., DETROIT, MICHIGAN

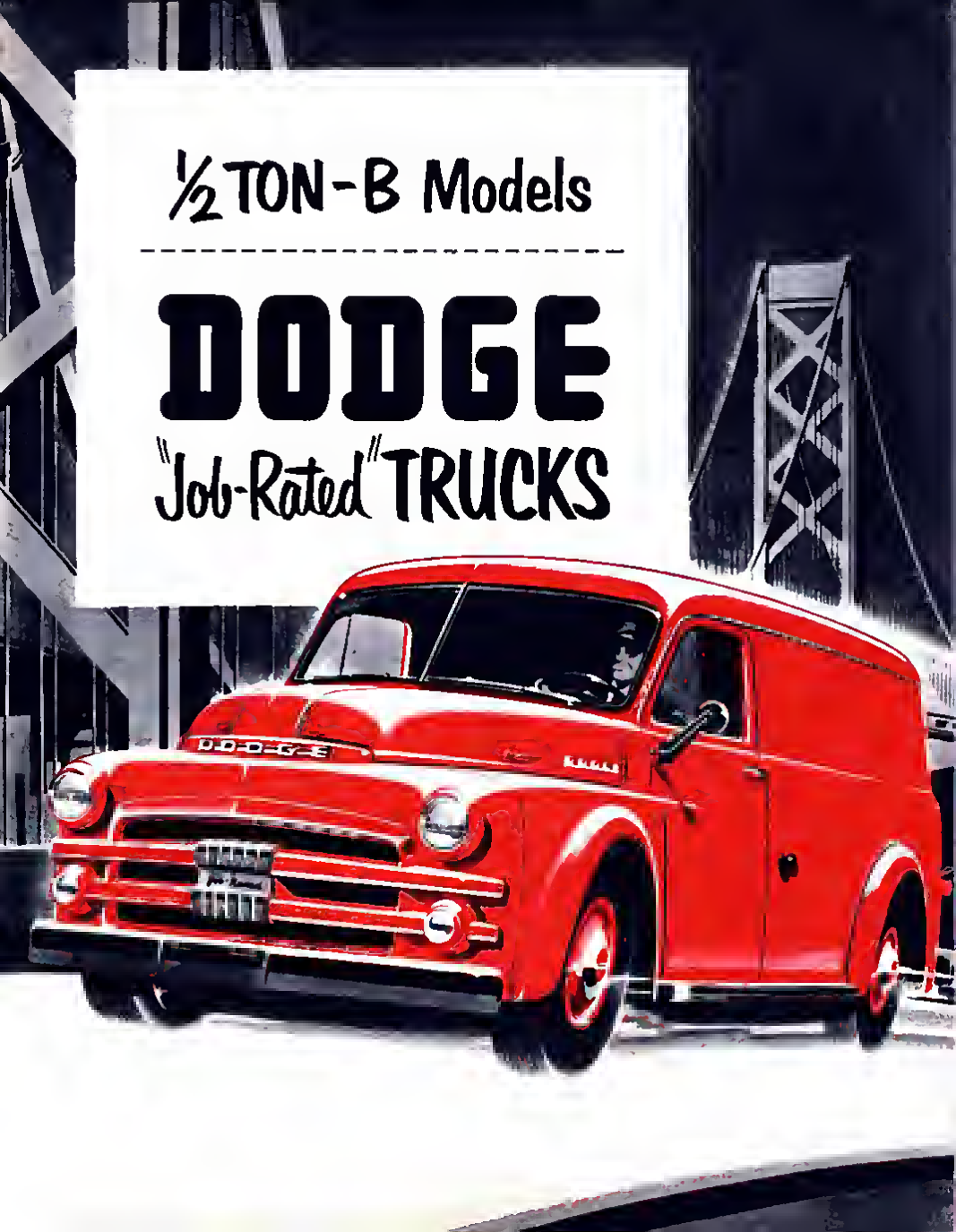
FEDERAL TRUCKS

Since 1910...Known in Every Country—Sold on Every Continent

½ TON-B Models

DODGE

"Job-Rated" TRUCKS



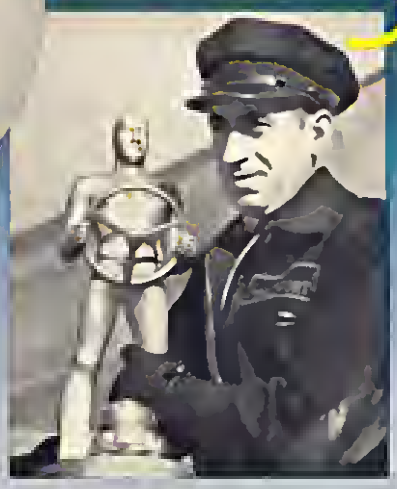
Mack
Mack
SERVICE
RIGGERS
SPECIAL HAULIN

AMERICAN TRUCKING ASSOCIATIONS HONOR

"WORLD'S *Safest* TRUCK DRIVER" AND "NATION'S *Best* TRUCK DRIVER"

Hats off to ALLEN B. HILL, who has 1,400,000 miles of accident-free driving to his credit. Thirty years ago Allen Hill drove his first International Truck. Today he pilots a big International for the Crocker Transfer & Storage Co. of Corpus Christi, Tex. Though he has driven other trucks in between, while rolling up a mileage equal to 56 times around the earth, the major part of his magnificent career at the wheel has been achieved with Internationals.

The title, "World's Safest Truck Driver," awarded to Mr. Hill by the American Trucking Associations at last winter's convention, climaxed the 1937 safety-promotion work of the nation's trucking industry.



Doff the hats again to WILLIAM J. FREDERICK who topped the other experts in a demonstration of skill in putting a truck and trailer through a set of difficult maneuvers, winning the title, "Nation's Best Truck Driver."

In this competition Mr. Frederick and the winners of second, third, and fourth places drove International Trucks with 24-ft. semi-trailers at the convention. Frederick is an operator for the Kentucky Transport Corp. fleet, Louisville, Ky. He has been driving trucks for thirteen years without accident.

Manpower is the heart of the coordinated network of highway transport. There is no finer group of men to be found than the army of drivers who pilot the nation's trucks.

These two—Allen Hill and Bill Frederick—find the spotlight on them suddenly, but during the years that built their records they have been just like hundreds of thousands of others—keen and capable men doing a man's job day by day and doing it well. All of them together are custodians of a safe-sane driving standard that would do wonders for the nation if it could only be lived up to by the public.

Hill and Frederick, like so many other star drivers, do their stuff with International Trucks. Although there are forty manufacturers in the field, *International Harvester sells one out of every three heavy-duty trucks, 2-ton and up.*

International Truck sizes range from ½-ton up to powerful 6-wheelers. Sold and serviced through International dealers and Company-owned branches throughout the land.

INTERNATIONAL HARVESTER COMPANY
180 North Michigan Avenue (INCORPORATED) Chicago, Illinois

Driving your car is child's play compared with handling these big truck-and-trailer combinations. Illustration shows the International 3 to 4-ton Model D-50 with semi-trailer of special design.

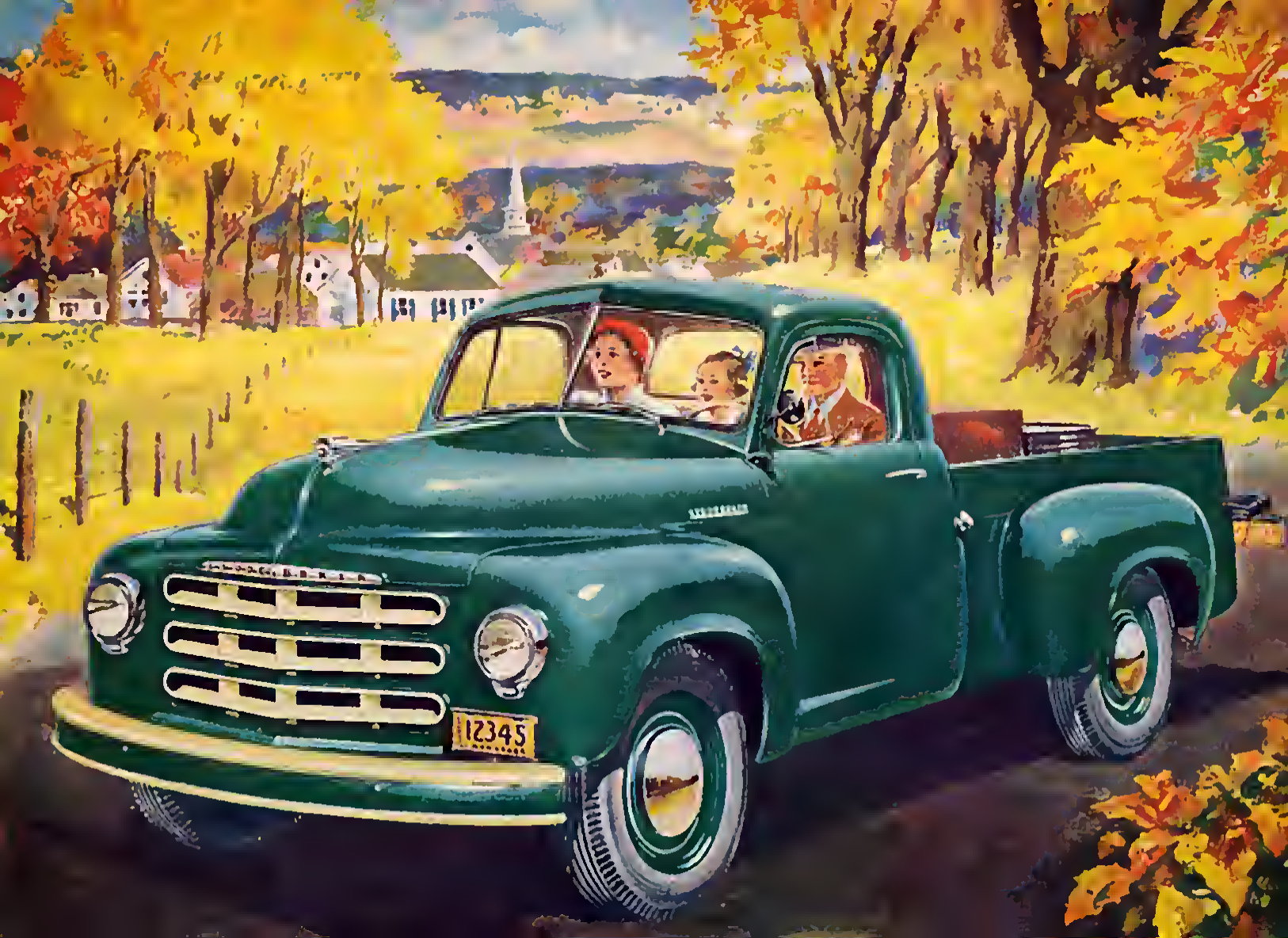
INTERNATIONAL

INTERNATIONAL TRUCKS

CHEVROLET TRUCKS *for* '49

1½ TON

1957
1957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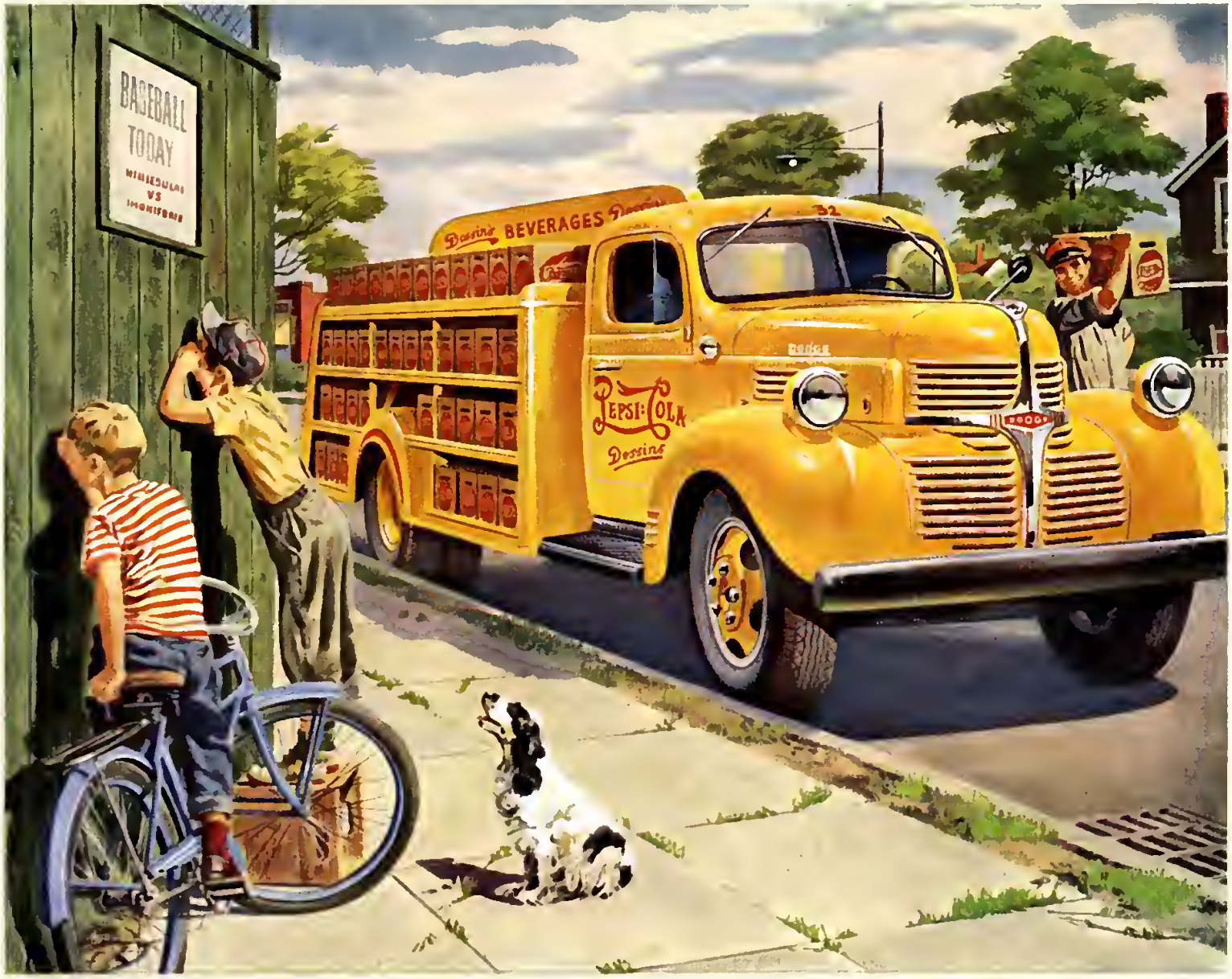


Look at it this way

Looking through knotholes is one way to save money. But when you buy trucks, there's a better way.

It's to buy trucks that fit your job . . . "*Job-Rated*" trucks built by Dodge. For proof, look at the facts:

Fact 1—Each Dodge "*Job-Rated*" truck (175 basic chassis models) is designed to fit a specific hauling or delivery job. It's built for the loads it will carry.

Fact 2—To insure performance with economy your Dodge truck will have "*Job-Rated*" power . . . the right one of seven great Dodge truck engines.

Fact 3—For safety, and for long brake life, your Dodge truck will have "*Job-Rated*" brakes of the right type and size.

Fact 4—For lasting dependability your Dodge truck will have a "*Job-Rated*" frame, transmission and clutch. Axles, gear ratios, springs and tires will be "*Job-Rated.*" All will fit your job.

These facts add up to benefits you can't afford to overlook: Money-saving operation . . . and dependable, *longer-lasting* trucks. And, to enjoy these benefits, see your Dodge dealer now . . . for the truck that fits your job.

TRUCK SERVICE, TRUCK PARTS . . . IMPORTANT, TOO!

Your Dodge dealer is interested in your continued satisfaction: *First*, by selling you a truck that fits your job; *Second*, by giving you dependable Dodge truck service; *Third*, by providing you with truck parts that are identical with original Dodge "*Job-Rated*" truck parts. This is the Dodge way . . . your protection against costly delay.

Remember ONLY DODGE BUILDS "*Job-Rated*" TRUCKS
175 BASIC CHASSIS MODELS TO FIT 97% OF ALL HAULING NEEDS
(LIGHT DELIVERY UNITS TO BIG, HEAVY-DUTY HAULERS)

DODGE "*Job-Rated*" TRUCKS
FIT THE JOB ... LAST LONGER

Safe...and on time to modern education

International School Buses help make possible improved education for rural youngsters

The little red school house is a thing of the past in many progressive rural areas.

In its place is the modern Consolidated School—rival of the cities' best.

School buses help make the Consolidated School possible. Each school day some 85,000 buses take approximately 5,000,000 American children safely to and from school.

The safety record is inspiring. One fleet of 12 buses has set a 12-year record of 72,000,000 passenger miles traveled without injury to a single student.

Those buses are Internationals—typical of the safety, dependability and economy of International School Buses everywhere.

For every school bus route there is an International of the right type, size and power—backed by years of demonstrated performance, and one of the greatest names in American industry.

Yes, the Consolidated School is inspiring evidence of American progress. And step-by-step with this progress go International School Buses—transport that helps make Consolidated Schools possible.

Motor Truck Division
INTERNATIONAL HARVESTER COMPANY—Chicago

Tune in James Melton on "Harvest of Stars" CBS Wednesdays

INTERNATIONAL-METRO COACH—auxiliary bus for public school routes; and other limited passenger transport.

INTERNATIONAL SCHOOL BUSES

INTERNATIONAL

Here's a tough hardworking Chevrolet Series 100 tandem.

That stylish pickup is Chevrolet's spacious new Fleetside model.

They take the teeth out of truck-killing jobs!

These new Chevrolet trucks mean business. The tougher the job the better they seem to like it. They give you more to work with than ever before. Rugged, economical new engines (both V8's and 6's) for every Series. New, stronger-than-ever components for every chassis. You get more of all the things that enable a truck to *stay* on the job and *save* on the job. New hustle and muscle to send high costs packing and increase hauling profits. And when have you ever seen handsomer trucks than these broad-shouldered beauties? As sure as it takes trucks and *more* trucks to build our new highway system—the right truck for any job is a Chevy! . . . Chevrolet Division of General Motors, Detroit 2, Mich.

CHEVROLET TASK·FORCE TRUCKS CHEVROLET

Nearly 1000 American communities are protected by Mack fire apparatus. Here, in a scene sketched from life by Peter Helck, a modern Mack fire fighter goes into action, hoisting towering streams of water into a stubborn blaze.

POURING IT ON . . . MACK STYLE

The phrase, "Built like a Mack truck," was not invented . . . it was earned. The Mack reputation was made on the job, the hard way. As that reputation has spread in 42 years, so the Mack line has grown. In addition to military and civilian trucks of every type and size, the Mack name also appears on fire apparatus, buses and marine engines . . . all built to stay on the job longer . . . all "Built like a Mack truck."

ARMY E NAVY

Mack Trucks, Inc., Long Island City, N. Y. Factories at Allentown, Pa.; Plainfield, N. J.; New Brunswick, N. J. Factory branches and dealers in all principal cities for service and parts.

IF YOU'VE GOT A MACK, YOU'RE LUCKY... IF YOU PLAN TO GET ONE, YOU'RE WISE!

Mack

TRUCKS

ONE TON TO FORTY-FIVE TONS; BUSES, FIRE APPARATUS AND MARINE ENGINES

BUY U. S. WAR BONDS

XR

THE TRUCK OF VALUE

Dual-Tone Design
OFFERED ONLY IN GMC

"Dual-tone" goes far beyond mere coloring. It is a completely new and entirely different feature—"*built-in*"—which blends cab, cowl, hood, radiator and radiator grille into one harmonious color design. "Dual-tone" is available in twelve options.

GMC's range in capacity from ½ to 12 tons . . . Time payments through our own Y. M. A. C. Plan at lowest available rates

QUALITY AT PRICES LOWER THAN AVERAGE

GENERAL MOTORS TRUCKS & TRAILERS

GENERAL MOTORS TRUCK & COACH
DIVISION OF
YELLOW TRUCK & COACH MANUFACTURING COMPANY, PONTIAC, MICHIGAN

XR

NO. 3 *of a series showing how American Brake Shoe research and engineering are developing longer-wearing parts for industry and transportation*

Logging Truck Brakes had . . . A Fatal Fever

1935

RE than 100,000 trucks serve creameries, dairies and ice cream manufac- s throughout the country. Stamina, economy, able performance and fine arance are essential to prompt, efficient distribution. And for that very n GMC trucks in impressive numbers are at work in this important try as well as in every other line of business. Facts to prove the earning y of GMC's will be sent upon request to interested business executives.

Time payments through our own Y. M. A. C. Plan at lowest available rates

GENERAL MOTORS TRUCKS AND TRAILERS

◆

GENERAL MOTORS TRUCK & COACH
DIVISION OF
YELLOW TRUCK & COACH MANUFACTURING COMPANY
PONTIAC, MICHIGAN XR

NPRECEDENTED in the history of civilization stands the vast communications serv-
—the world-girdling telephone and telegraph. The fate of nations, the gearing
ommerce, the saving of countless lives depend on endless careful planning, on
kers' skill—yes, and likewise on the horde of good trucks—GMCs—servicing
communication web. The Makers of General Motors Trucks salute the service of
illion wires and its controllers, providers of close ties for all human relations!

Time payments through our own Y. M. A. C. Plan at lowest available rates

GENERAL MOTORS TRUCKS AND TRAILERS

◆

1937

GENERAL MOTORS TRUCK & COACH XR
DIVISION OF
YELLOW TRUCK & COACH MANUFACTURING COMPANY
PONTIAC, MICHIGAN

ETAILERS—grocers, for instance, are the very lifeblood of American business. The grocer is the ıcipal dispenser of our thrice "daily bread". His unwearied hand is humanity's "helping hand" eadied by the strong arm of 350,000 grocery delivery trucks. Another group of over a million ımercial vehicles literally "feed the hand that's feeding you"—the farm trucks, meat trucks and e of commission merchants who "feed" the grocers. Countless thousands of GMC's are preferred ıis life-giving service because—there are no *better* trucks, notwithstanding GMC's lower prices.

Time payments through our own Y. M. A. C. Plan at lowest available rates

GENERAL MOTORS TRUCKS AND TRAILERS

◆

GENERAL MOTORS TRUCK & COACH XR
DIVISION OF
YELLOW TRUCK & COACH MANUFACTURING COMPANY
PONTIAC, MICHIGAN 1937

over four billion dollars, it is estimated, will be spent during 1937 for types of construction. Trucks will play a vital part in the resulting activity. st as in every other industry, GMC trucks in impressive numbers will be —serving dependably, saving money, earning money for their owners. range in capacity from ½ to 12 tons. Both conventional and cab-over-engine re available. Prices are exceptionally attractive. Extra value is assured.

Time payments through our own Y. M. A. C. Plan at lowest available rates

GENERAL MOTORS TRUCKS AND TRAILERS

◆

GENERAL MOTORS TRUCK & COACH
DIVISION OF
YELLOW TRUCK & COACH MANUFACTURING COMPANY
PONTIAC, MICHIGAN

XR

Oil, gasoline and allied products are distributed throughout the country by approximately 350,000 ail outlets. Of vital importance in that distribution are more than 130,000 trucks. A surprisgly large percentage are GMC trucks. As in every other industry, experienced truck buyers d in GMC's the economy, the performance, the appearance and the value that assure more rk and greater profits. The facts to prove this are available for interested business executives.

Time payments through our own Y. M. A. C. Plan at lowest available rates

GENERAL MOTORS TRUCKS AND TRAILERS

◆

GENERAL MOTORS TRUCK & COACH
DIVISION OF
YELLOW TRUCK & COACH MANUFACTURING COMPANY
PONTIAC, MICHIGAN

XR

THE *New* INTERNATIONALS

XR

Building highways or highway hauling—more Chevrolet trucks in use than any other make.

Why the truck is Chevrolet when the job is big and tough . . .

On construction jobs, in lumber camps, around quarries and coal mines . . . wherever there's a rough and rugged job of hauling to be done, you'll find that Chevrolet trucks are on the job. Why?

Well, every truck user has his own good reasons for choosing Chevrolet. Some will tell you it's because Chevrolet trucks take the big jobs in their stride. That Chevrolet trucks are engineered and built from engine to rear axle to stand up longer. That they keep rolling day after day under the toughest conditions. And that they stay on the job with a minimum of time out for maintenance.

Others will say it's because Chevrolet trucks do more work for less money. In fact, truck owner after truck owner will tell you that Chevrolet trucks cost less to own and operate per ton-mile.

They'll all agree that one big reason for their choice is that Chevrolet trucks give them more for their money right from the start. And that's not surprising when you consider that Chevrolet trucks—with all their extra ruggedness and advance-design features—are the lowest priced truck line of all!

These are just a few of the reasons why the truck is Chevrolet when the job is big and tough. Reasons, too, why this year—for the twelfth straight production year—more truck users are buying Chevrolet trucks than any other make!

If you have a tough trucking job to do—or *any* trucking job—you'll find that Chevrolet trucks will work for you for less. Your Chevrolet dealer will be more than glad to give you all the facts and figures. Why not plan to see him soon! Chevrolet Division of General Motors, Detroit 2, Michigan.

Clear-cut advantages that make Chevrolet trucks do more work at less cost.

More pulling power. Advanced Loadmaster engine brings you a new, higher compression ratio of 7.1 to 1 and even greater horsepower than before. This greatly improved engine is optional on 4000 Series heavy-duty trucks, standard on 5000 and 6000 heavy-duty Series and Forward Control models. On light- and medium-duty models, Chevrolet's great Thriftmaster engine provides all the power you need with outstanding economy.

More stopping power. Big, powerful "Torque-Action" brakes both front and rear on all models up to 4000 Series heavy-duty trucks make full use of truck momentum for greater stopping power. Heavy-duty trucks in 4000, 5000 and 6000 heavy-duty Series use extra-large "Torque-Action" brakes in front, "Twin-Action" type in rear. Both provide greater stopping power, greater durability.

More staying power. Heavier, stronger, more durable construction means greater ruggedness and stamina for all these Chevrolet trucks. Long famous for handling the roughest jobs day in and day out, Chevrolet trucks are now brawnier, sturdier than ever.

More economy. The new and greater stamina of Chevrolet trucks, plus extra gasoline economy in heavy-duty models with improved Loadmaster engine reduces hauling costs per ton-mile, brings you greater over-all economy throughout long years of service.

Easier Ball-Gear steering. Steering power is transmitted through free-rolling balls eliminating friction of metal sliding on metal. Steering effort is materially reduced, wear on moving parts is less.

Smoother shifting. Synchro-Mesh transmission provides quick, quiet, safe shifting, eliminates need for double-clutching and is extra-rugged for extra-long life.

CHEVROLET

There's a thrifty Chevrolet truck for every kind of job

The Fountain of Youth

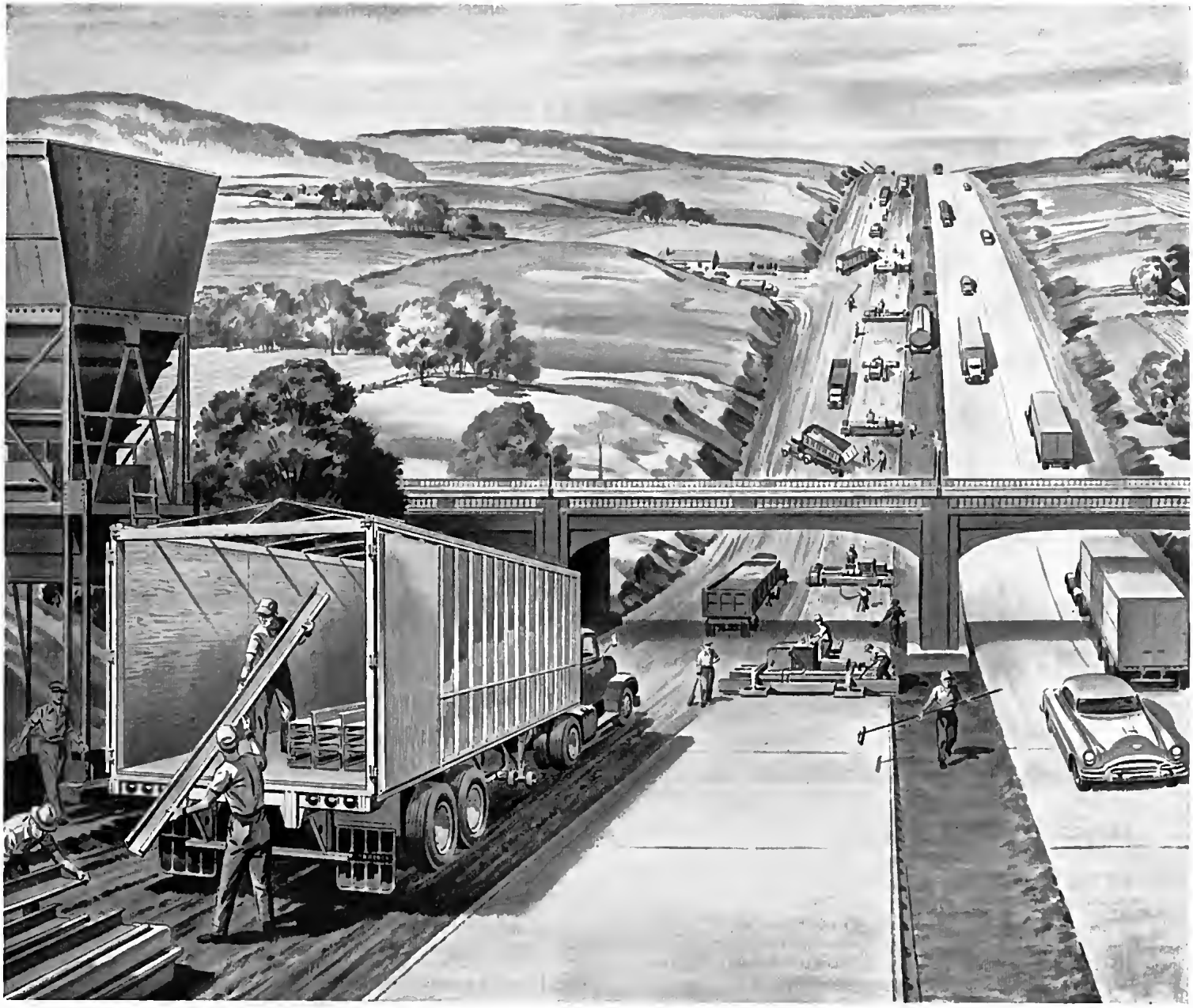
PONCE DE LEON went all around the world, searching for the fountain of youth. Today, every schoolboy knows it's "at the corner"... or even in the kitchen refrigerator . . . where pure, delicious bottled beverages provide moments of relaxation for young and old.

An amazing distribution system makes the bottling industry the symbol of a typically modern public service—one that makes living more enjoyable inexpensively for everyone. Dependable, low cost distribution has always been necessary to bottlers . . . and that is why White trucks have always been the preference of the leaders. And for the new era of greater distribution efficiency ahead, the new White Super Power trucks offer this and every truck using industry greater opportunities for better service at less cost than ever before.

White

THE WHITE MOTOR COMPANY
Cleveland, Ohio, U. S. A.
THE WHITE MOTOR COMPANY OF CANADA LIMITED, Factory at Montreal

FOR MORE THAN 45 YEARS THE GREATEST NAME IN TRUCKS



They're rolling out the carpet . . . for you and your customers

More and more straight, broad "carpets" of concrete and macadam are on the way.

They'll enable incoming material to reach your plant by fast, dependable truck-transport on even faster schedules than today. And trucks will take more of your goods direct to your customers' receiving docks. This will eliminate costly re-handling, warehousing and delays enroute.

But we can't let down. Our road-building program is vital to our economic progress and national security. Help keep it in high gear. Remember—"Good Roads Are Everybody's Business".

AMERICAN TRUCKING INDUSTRY

The A.T.A. Foundation, Inc.

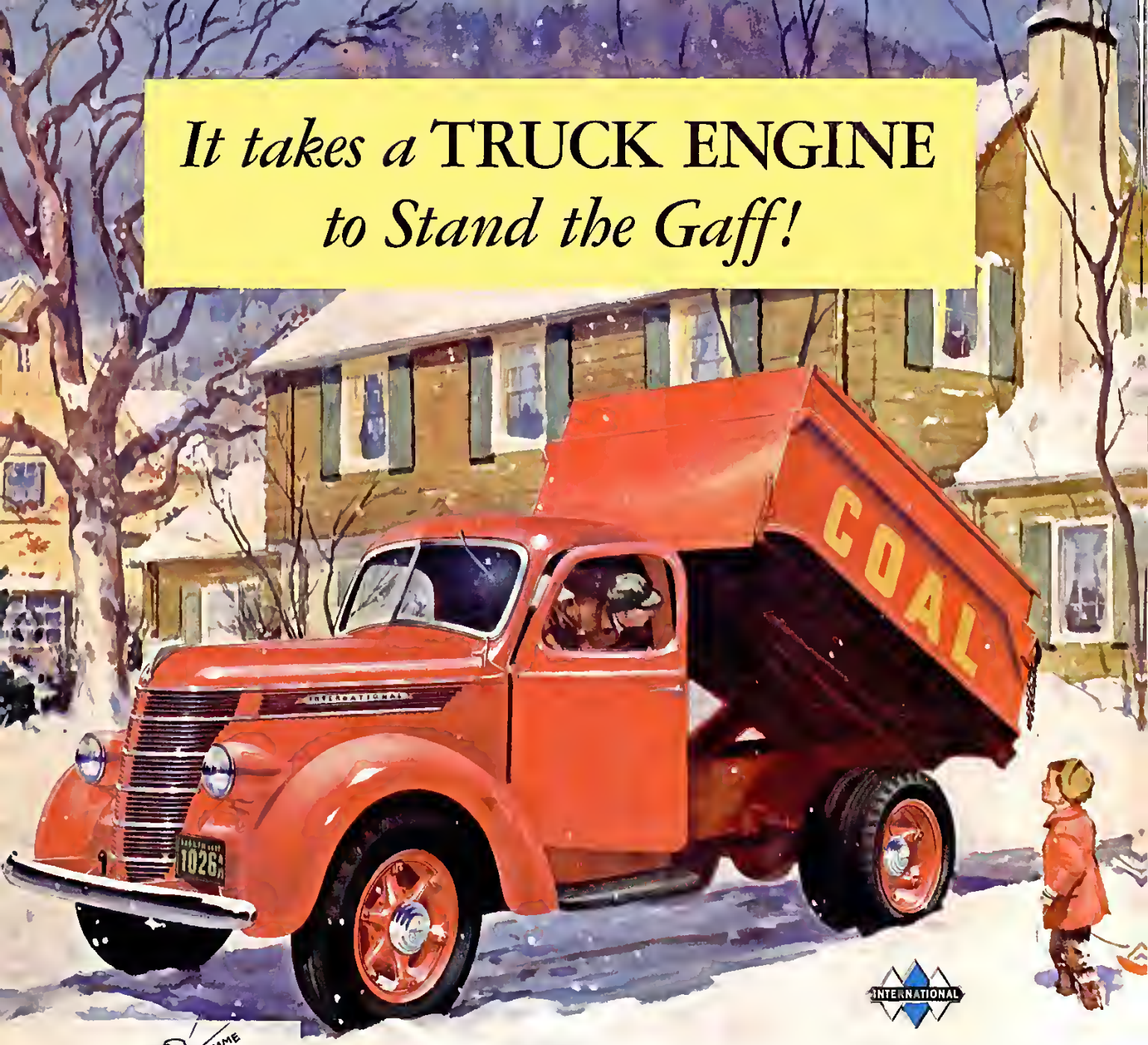
This is one of a series of messages sponsored by

TRAILMOBILE INC. *member of* ATA FOUNDATION INC

Trailer Sales and Service from Coast to Coast in United States and Canada.

XR

It takes a TRUCK ENGINE *to Stand the Gaff!*



When ditches need digging no *sissies* need apply. It's a job for he-men, with seasoned heart and muscle and with callouses in the right places. *The same goes for hauling!*

A passenger car engine is called on to deliver from a *fourth* to a *half* of its full power most of the time. The average heavy-duty TRUCK engine delivers from *three-fourths* to *all* of its power practically all of its working time.

In terms of delivered energy the output of a TRUCK engine is perhaps *four times as great* per mile of travel. If the average car is disposed of at 50,000 miles, hundreds of hard-working trucks should be entitled to retirement in a few months' time. Nothing could be further from the minds of either the builder or the owner of the good truck. Thousands of International Trucks have traveled upwards of *two or three hundred thousand miles,* every mile a *truck* mile.

The automobile tests many a fine quality in an engine, but the TRUCK puts up with *a great deal more!* For more than a generation the builders of International Trucks have built ALL-TRUCK trucks—and TRUCKS ONLY. This will give you some idea as to why men buy more heavy-duty Internationals than *any other three makes combined.*

Remember that International sizes range from ½-ton to powerful 6-wheelers. See any International dealer or Company-owned branch.

INTERNATIONAL HARVESTER COMPANY
(INCORPORATED)
180 North Michigan Avenue Chicago, Illinois

Copyright 1939, by International Harvester Company, Incorporated

XR

INTERNATIONAL TRUCKS

Coffee Time

on the highway, with the trucks lumbering through the night and the welcome lights of the roadside diner shining like a beacon. Time to break the long journey with the friendly stimulation of good coffee. And because Maxwell House is America's favorite, coffee time is Maxwell House time wherever you go. Painted by Tore Asplund.

XR

Where, oh Where, is the
Little Red Schoolhouse?
CAUTION
SCHOOL BUS
AMERICAN
Better Transportation—Better Education
PM XR

On *your* table tonight

Formerly, packing plants operated only in the winter time. Today, refrigeration, federal inspection and modern techniques have brought meat packing to account for one-third the total value of all foods sold. Meat profits are figured in split-pennies because ingenuity has given value to every bit of by-product.

FROM 5,000,000 FARMS and ranches in every state to more than 3,000 packing plants come the livestock which provide 150 pounds of dressed meat for you and me and each of our neighbors every year. Two-thirds of the supply comes from west of the Mississippi. Two-thirds is consumed east. Because of this geographical quirk and meat's perishability, it takes a daily miracle of distribution efficiency to put meat on our tables tonight and every night.

Thousands of Super Power Whites are used in all phases of livestock and meat distribution—from farm to packing plant, to store, to home. Correctly selected, properly maintained and skilfully manned, they are precision tools of transportation. These three factors are the basis of the cost-reducing Continuing Control System of Truck Management, which our White Representative will gladly explain to your advantage.

White

THE WHITE MOTOR COMPANY
Cleveland, Ohio, U. S. A.
THE WHITE MOTOR COMPANY OF CANADA, LIMITED
Factory at Montreal

FOR MORE THAN 45 YEARS THE GREATEST NAME IN TRUCKS

1947
XR

"Hello ... *everybody!*"

More than 28,000 specialized motor trucks help maintain the systems which provide a phone for every 5 persons in America. The dependability of these trucks, even in the face of such disasters as floods and hurricanes, is an important reason why modern telephone service is so amazingly efficient.

WITH SERVICE SO GOOD that "everybody can say hello to everybody" . . . across the street or across the nation, on a moment's notice . . . your telephone is a precision instrument of communication. Behind its perfect functioning are many efficient persons and machines—including thousands of White Super Power Trucks. Correctly selected for the specific work they do, properly maintained and skilfully manned, they are *precision tools of transportation.* These three factors will increase truck efficiency for any business, large or small. They are the basis of The Continuing Control System of Truck Management. Your White Representative will gladly explain how this System can be applied to the advantage of your kind of business.

White

THE WHITE MOTOR COMPANY

Cleveland, Ohio, U. S. A.

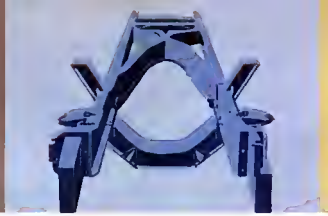
THE WHITE MOTOR COMPANY OF CANADA, LIMITED 1947

Factory at Montreal

FOR MORE THAN 45 YEARS THE GREATEST NAME IN TRUCKS

XR

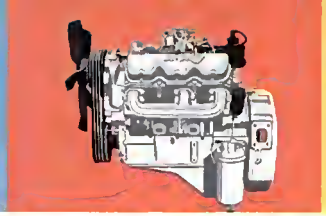
DESIGNED FOR FASTER, EASIER ENGINE SERVICING! Some reasons why: wide open service accessibility . . . new simplified valve adjustment . . . 2-barrel carburetion . . . GMC V6s have 25% fewer parts than most V8s!



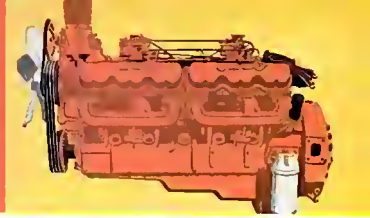
NEW FRAMES UP TO 28 TIMES MORE RIGID! They drastically cut frame failures . . . make truck cabs last 2 to 3 times longer. Up to 400 pounds lighter, they let you haul bigger payloads on every trip, too!

NEW GMC PICKUPS ARE REALLY RUGGED! V6 engine gives up to 200,000 miles without major overhaul! Other long-life features include new independent front suspension, new rigid frame, increased load capacity.

COMPACT NEW V6 DIESEL—530 LBS. LIGHTER! Just 42" long, it fits in 48" GMC tilt cabs with room to spare. Short rigid block and crankshaft add years to engine life. Light weight lets you haul extra payload!



REVOLUTIONARY V6s GIVE UP TO 3 TIMES LONGER LIFE! Most rugged truck engines made! You get crankshafts twice as husky as comparable V8s . . . double the lubrication capacity . . . high torque at low rpm.

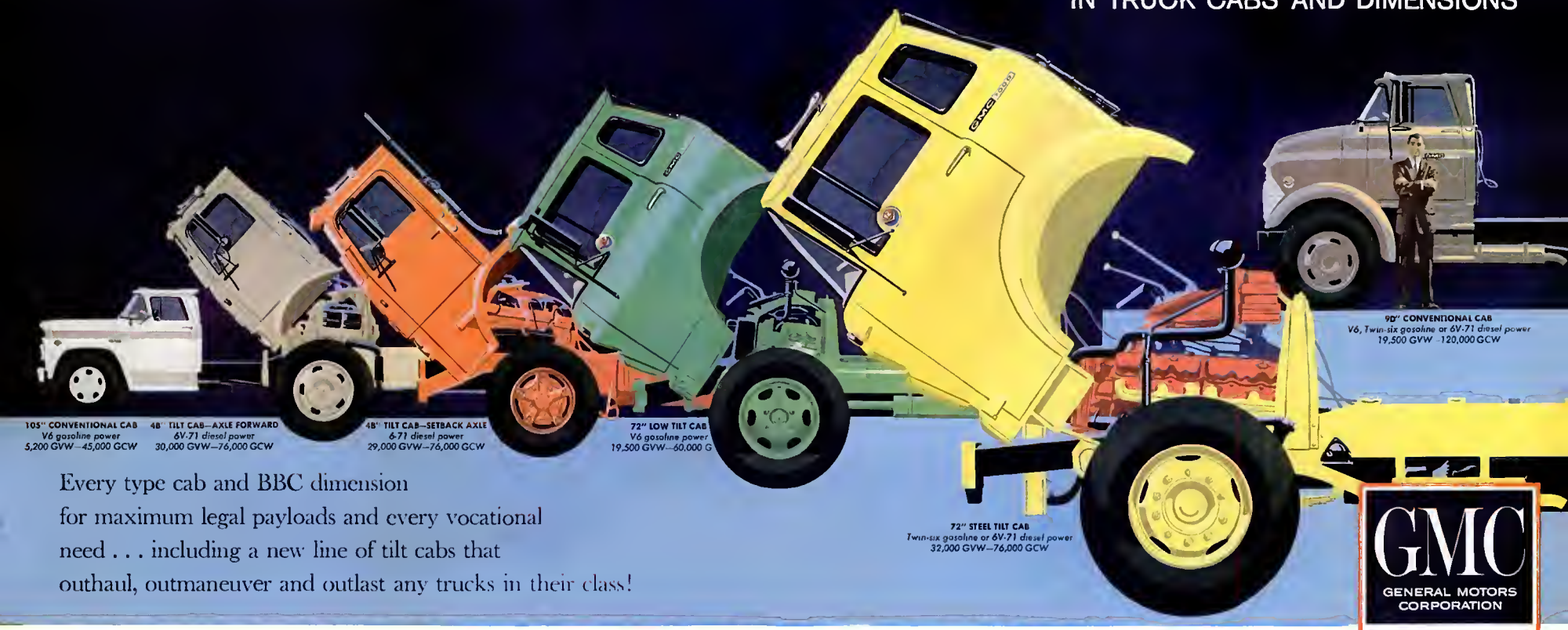


POWERFUL NEW 275-HP TWIN-SIX ENGINE! Rugged V-design gives high torque and HP over wide range at low rpm! You get tremendous pulling power . . . greater fuel economy . . . with up to 60% less shifting!

Operation "High Gear" pays off with the . . .

BIG GMC BREAKTHROUGH

IN TRUCK CABS AND DIMENSIONS



Every type cab and BBC dimension for maximum legal payloads and every vocational need . . . including a new line of tilt cabs that outhaul, outmaneuver and outlast any trucks in their class!

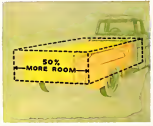
YOU'RE LOOKING AT THE MOST ADVANCED TRUCKS IN 20 YEARS—built to free you from today's "profit squeeze!" They're new from the treads up. Lighter. Stronger. More maneuverable. Trucks with new V6 engines that last you up to 3 times longer and have 25% fewer parts to service. Trucks that haul up to one ton extra payload—at lower cost. Trucks that must pass over 1000 rigid quality control inspections before you get them. Whether you use one truck or hundreds, you should see GMC! Look for your nearest dealer in the Yellow Pages of your telephone directory. GMC Truck & Coach—a General Motors Division, Pontiac, Mich. From ½-ton to 60-ton . . . General Motors leads the way!

GMC
GENERAL MOTORS CORPORATION
TRUCKS

XR

Smartest "Looker" and it's bulldozer tough!

IT'S THE NEW "DOUBLE-LIFE" GMC



NEW WIDE-SIDE BODY with 50% more cargo space! 6½' length with 20 extra cubic feet; 8' length with 25 extra feet. An extra cost option.

POWER PLANT OF A GIANT. This 200-h.p. GMC-built *truck* V8 engine also powers GMC models for heavy-duty use on and off the highway.

BUILT LIKE THE BIG ONES. GMC's light-duties benefit from the same methods and materials used in the giant haulers for which GMC is famous.

SURE, YOU'LL FACE the highway's newest cars with ease, and park among them with pride.

But it's on the job especially that you'll find your money well invested in a GMC.

Take its easy-stroking GMC-built *truck* engine. That V8 power has the muscle to hustle a hairy transit-mix truck—as it actually is doing all over the country.

Take its rear springs—top-rated in the class for extra capacity. And its rear axle—heaviest and strongest there too.

And take its front frame cross-member. You see such brawn only in a GMC light-duty—or in a 3½-toaner. That's rigidity for you.

There's plenty more that puts a GMC far ahead of its class. From its fast-ratio cruising axle, standard at no extra cost, that does an expensive overdrive's job—to the foam-rubber seats in its double-shell cab. No extra cost there either, by the way

If you want a bargain in trucks—a bargain that *stays* a bargain year after year—see your GMC dealer!

GMC TRUCK & COACH—*A General Motors Division*

GMC-America's Ablest Trucks

GMC Money-Makers available in models from ½ to 13 tons

XR

HE DRIVES A WEAPON

HERE'S A FIGHTER . . . the man in the cab of the truck. A fighter. On wheels. Through dismal days and storm-tossed nights he keeps his cargo rolling, whether it's two tons or twenty.

He's at it from dawn to dark and back again. More miles. More hours. More tonnage. More work than ever before. Proving, day after day on the highway, that a truck line is the shortest distance between two points!

He speeds food to market . . . he rushes vital war material from mine to mill, from sub-contractor to assembler, from factory to ordnance depot.

More than fifty thousand American communities would be stranded without the man in the cab of the truck. They would have no other way to get their goods out, no way to get goods in.

The truck he drives is two years old, at least. More likely it's six. But he carries on, in spite of shortages—of trucks, of repair parts, of gasoline, of tires, of manpower—shortages of nearly everything he needs in his business except the will to win. He drives a weapon. For his business is the same as the business of the man in uniform . . . it is the business of Victory.

A good share of the trucks which keep America's highways alive with the essential traffic of war are Internationals. Performance made them the *largest-selling heavy-duty trucks on the market*. And the same toughness, the same dependability, the same economy of operation that put them in the lead in the days of peace keeps them there in these days of war.

NEW TRUCKS—LIMITED!

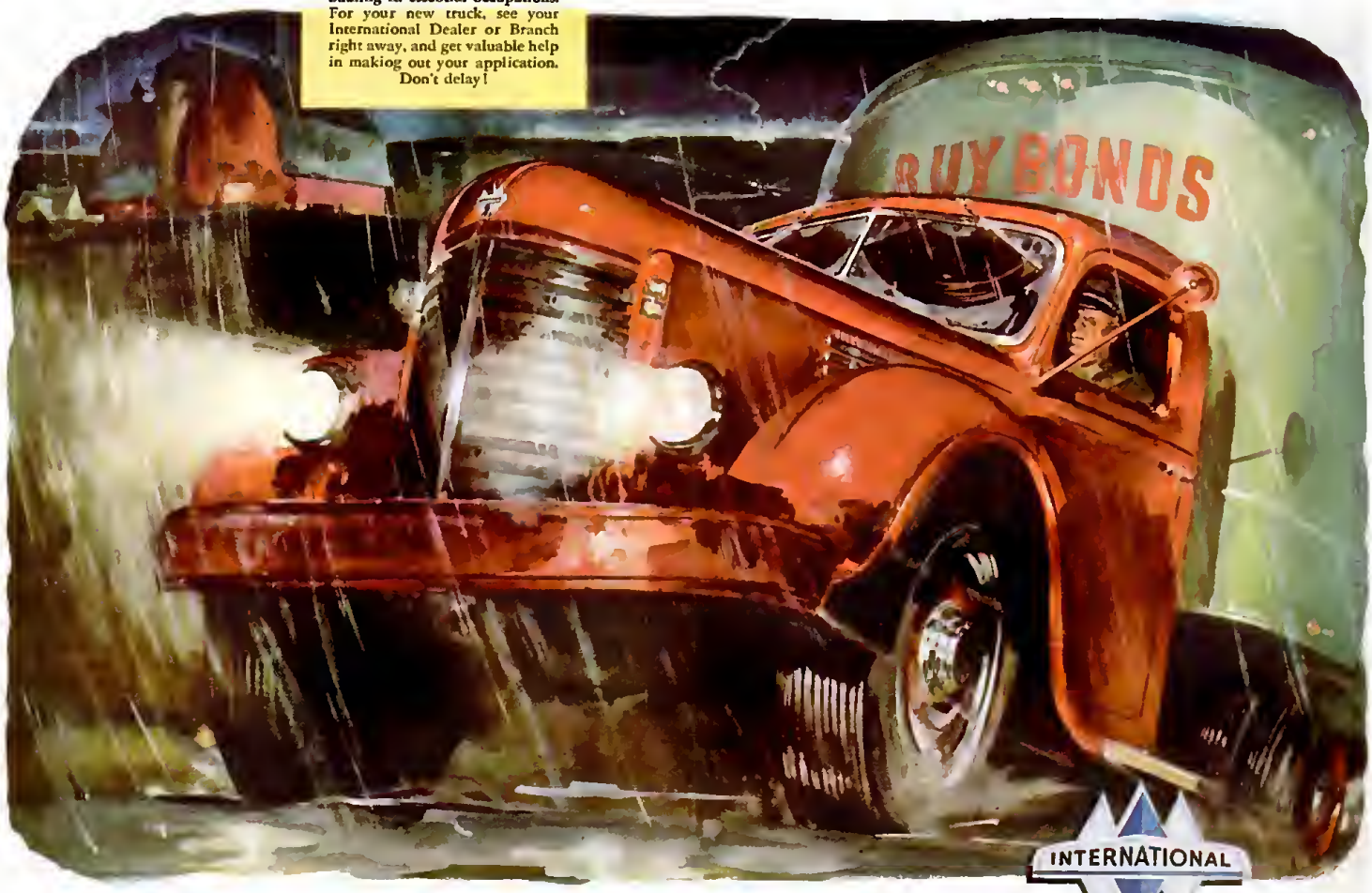
The government has authorized the manufacture of a limited quantity of trucks for civilian hauling in essential occupations. For your new truck, see your International Dealer or Branch right away, and get valuable help in making out your application. Don't delay!

INTERNATIONAL HARVESTER COMPANY
180 North Michigan Avenue,
Chicago 1, Illinois

KEEP YOUR OLD TRUCKS ROLLING

It's a big job trucks are doing—a job they must keep on doing. That means *your* trucks must be maintained, must be kept in tip-top shape. International civilian truck service—the nation's *largest company-owned truck service organization*—is now a wartime service, more alert than ever. No matter what your make or model of truck, let International Dealers and Branches keep your trucks rolling on the war-path to Victory.

And boost *highway maintenance* in your community!



INTERNATIONAL

INTERNATIONAL Trucks

XR

SEPTEMBER 1950 35 CENTS

ANC

POPULAR MECHANICS MAGAZINE

WHERever YOU CAN UNDERSTAND IT

REG'D TRADE MARK GREAT BRITAIN No. 3[illegible]

REG. U.S. PAT. OFF.

What, no crankshaft?—Turn to page 114 for the story of the

REVOLUTION OF THE FREE-PISTON ENGINE

The *tougher* the job, the *better* you'll like 'em!

If your work requires "all-out, all-day" truck performance, an INTERNATIONAL has it to give.

That's because in springs, in axles, in frame—in every component—an INTERNATIONAL Truck is made to stand up under severe strain. And its engine—whether V-8 or 6-cylinder gasoline, diesel or LPG—is *truck-designed* for economy under load.

For the way it handles, for the work it does, *you* will like an INTERNATIONAL Truck! See your INTERNATIONAL Dealer or Branch now.

Heavy-Duty V-8 Power! Dump body model moves your payloads faster, with better mileage. True-truck V-8 performance does it!

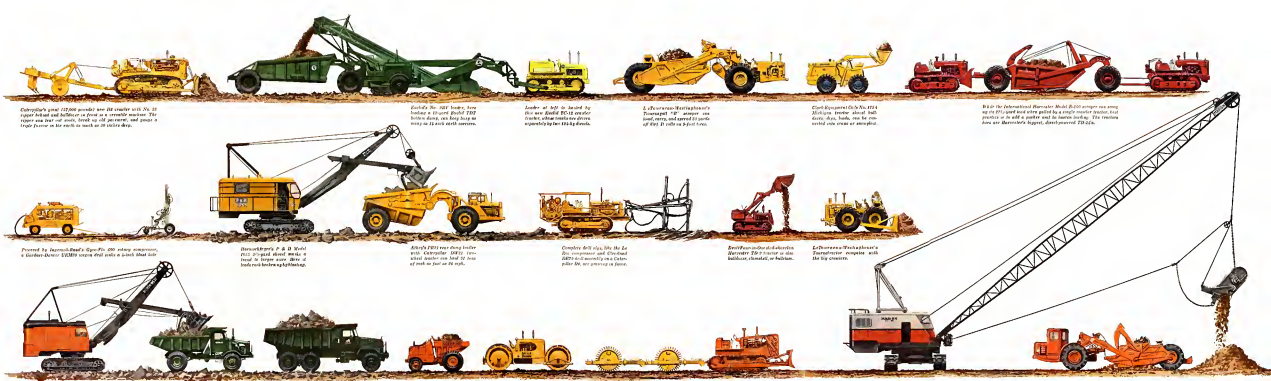
Snappy V-8 power . . . with new economy! Four-wheel-drive INTERNATIONAL pickup "hot-shots" men and equipment wherever they're needed.

INTERNATIONAL® TRUCKS

WORLD'S MOST COMPLETE LINE

® International Harvester Co., Chicago • Motor Trucks • Crawler Tractors • Construction Equipment • McCormick® Farm Equipment and Farmall® Tractors

XR



Caterpillar's good 12,000 pounder uses DC crawler with No. 10 ripper behind and bulldozer in front in a versatile machine. The ripper can tear out roots, break up old pavement, and gouge a trench furrow in the earth as much as 28 inches deep.

Euclids No. 3001 hauler, here hooked to 40-yard Euclid TS2 bottom dump, can haul heavy loads in only 30 to 45 work minutes.

Loader at left is loaded by this new Euclid TC-12 scooper trucker, whose trucks are driven separately by her 404-hp diesels.

LeTourneau-Westinghouse's Tournapull "H" pumps can load, carry, and spread 35 yards of dirt, it rolls on 4-foot tires.

Clark Equipment Co's No. 4124 Michigan tractor shovel bulldozes, dies, loads, can be converted into crane or aerialist.

With the International Harvester Model B-250 scraper run along up the ramp, the Caterpillar D-8 bulldozer tractor, first product in its 40th year, is still a popular tool in heavy today. The tractor has an Harvester-Sugget, diesel-powered TD-24.

Powered by Jacobsen-Ford's Gem No. 200 sidewalk compressor, a Gardner-Denver 5-CFM rotary drill sinks a trench that lasts for years.

Dresser-Operis's P & H Model 255 10-yard diesel media, a tread to torque more than a bulldozer tractor lightbringer.

Allis-Ch's FD21 rear-dump trailer with Caterpillar DR21 tractor-wheel loader can haul 21 tons of rock or dirt in tight.

Complete drill rig, like the Le Roy, component and Cleveland DR75-6-3 assembly on a Caterpillar D6, are powered in dance.

Dent-Fuson-Miller drill-shovelers Harvester TD-9 tractor is also bulldozer, clamshell, or backhoe.

LeTourneau-Westinghouse's Tournatractor complete with the big concrete.

A 375-gal. shovel like Northwest's 40 is a still common sight for John Deere's about $60,000.

Euclids antiquated, 21-ton non-dump truck, Model 4120, is used widely for rock hauling.

The tired-tamed hipper should be convinced the use of trucks like Mack's LRDM, a dedicated.

Kobelco's 4-yard Dumpter needs turntable by manage as you fascinated to frontal.

Buffalo-Springfield's 14-ton R-11 Kompactor bumps the earth with 384 curved small shoes.

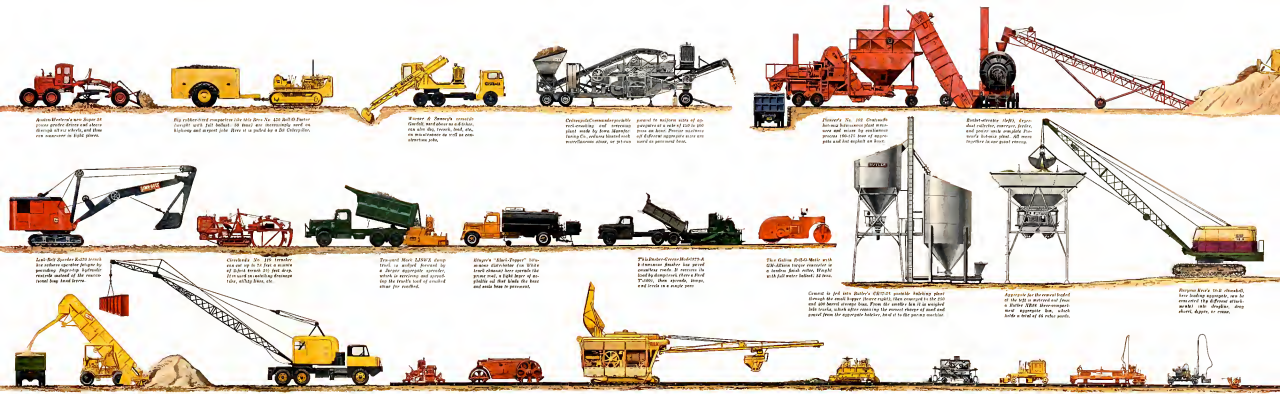
Tilting Tow-pac Model 300 tandem vibratory roller have pneumatic "feet."

Allis-Chalmers' HD-21 diesel crawler is golden tire adding, tires has its dozer blade up.

Harlan's 114-W dragline crane on narrow-base tracks and bucket pins, the longer arms taking smaller buckets. This is a Harlan diesel crane (about Samsonite for the tracks) and is good at work.

Allis-Chalmers' new TS-300 water-cooled 4-hp Lister, moving up around the dragline crew.

XR



Austin-Westharp new Super 21 grade grader driers and cheer through ultra wheels, and thus can maneuver in tight places.

Big rubber-tired compactor (the size Rex Ar 420 Self-Propelled Compactor with full ballast. It may be continuously used on highway and airport jobs. Here it is pulled by a DC Caterpillar.

Warner & Swasey concrete Gunite mechanism mixes dishes, can also dig, trench, load, etc., on maintenance to well as construction jobs.

Cutler-Hammer Commander portable rock-crushing and screening plant made by Iron Mountain Co., Cutler-Hammer Commander, shown, or pit-run gravel to uniform sizes of aggregates at a rate of 150 to 200 tons an hour. Precise uniformity of different aggregate sizes are stored in personnel bins.

Pioneer's No. 102 Crusaulic hot-mix bituminous plant mixes and mixes by continuous process 100-125 tons of aggregate and hot asphalt an hour.

Rexlite-Wadkin (Rex), Engineer collector, conveyor, dryer, and pressure-style complete Pioneer's bituminous plant. All mixes together in one quick convoy.

Lorain Self-Propelled Rx 2000 tons bin volume operation designs by providing. Improving. Optimizing materials method of the construction of long haul levees.

Crawford's 'Ac' 'AC' Crawler-ness can up to 75 feet a matter of hybrid trench 211 feet deep. Fire used in matching drainage rate, setting lines, etc.

Transport Mack LMSX dump-truck is welded, formed by a Barber Aggregate spreader, which is mentioned and spreads the Truck's load of crushed stone for roadbed.

Klopp's "Chief-Tiger" bituminous distributor for Wilkes trucks demand here operate the prime road, a light layer of asphalt; the Truck's load of crushed stone for roadbed.

Pitts Dodge-Cooper Model 77-A Lubricator finisher has proof crawlers tracks. It removes the load by dumping-out, Ford Ford T-1000, then spreads, tamps, and levels on a single pass.

The Galion Roller Motor with 500-Gallon tanker operator is a tandem load roller. Weight with full water ballast, 14 tons.

Cement is fed into Barber's CB-200 portable batching plant through the small hopper (lower right), then conveyed to the 250 and 500 barrel storage bins. From the mixer bin it is weighed into trucks, which after cement by the cement storage of sand and gravel from the aggregate bin(s), and it is the process mixture.

Aggregate for the cement batched in the Barber's batching plant is stored in the aggregate bin, which holds a total of 14 cubic yards.

Bucyrus Erie's 14-B shovel-loader loading aggregate, can be used for dragline, clamshell, wrecking ball, etc. Dragline, clamshell, digger, or crane.

Barber Industries Mix Mixer 50-70 (hourly capacity: 250 yards) are used mainly for rapid loading of structural materials, but can also dig from natural deposits or be tugged connection.

Photos of Three Shovel Co's Lorain 80-110, Mess-Crane is the self-powered mobility.

Gar Wood Bucyrus Pitzmaster, Lorain 80-110, Mess-Crane is the self-powered mobility.

Last comparison below versus is commonly done by 1-cubic yd. Mix Mixer Motor.

Chain Belt's Rex 125 distributes more when cement, aggregate, and water, then dumps in not concrete between the forms. Two layers of concrete are often used, with reinforcing mesh between.

Blaw Knox's operator schedule controls the concrete, then compacts it by vibration.

Orbit Flat Finer and Bucyrus "X" finishes smooth concrete by immersion screeds (including continuous blades). One Bucyrus screed can be set diagonally.

Exchange's Longbelt belt finisher, with screed pendulum in highway direction, then final smoothing.

Flat-Finer curing machine applies a compound to concrete. Joints Wakes already in place automation joints are then cut by a concrete saw. Use the Clipper Grip.

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NEW V-6 ENGINE STANDARD ON GMC TRUCKS! You have five V-6s to choose from—150 to 205 gross truck horsepower! These amazing compact as low-cost successors engine life, reduces gear shifting, saves driver—saves gas!

POWERFUL, NEW, V-DESIGN TWIN-SIX GAS ENGINE! Produces 215 hp. at 2800 r.p.m. Gives extra power at low, governed speed lets you haul loads in part throttle under normal conditions, using energy only for hills. Results 25% performance with fuel economy of much smaller engine, as much as 40% less shifting.

RUGGED, NEW V-6 DIESEL—UP TO 530 LBS. LIGHTER! Extra-sturdy construction, compact design fits engine into 48" GMC silhouette with room to spare, lets you haul maximum trailer lengths, keeps trucks on the job. It's lighter than comparable engines for extra payload!

NEW TILT-CASE ARE LIGHT AND EASY TO HANDLE! Spoked front wheels and new short wheelbase give these new GMC 72" tilt-cabs up to 25% shorter turning radius for quick, easy deliveries in city traffic and around crowded terminals.

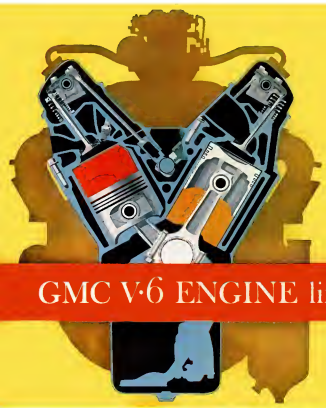
NEW, EASY-RIDING FRONT SUSPENSION ON 6MC4! Independent front suspension with torsion bar springs makes new GMC Trucks ride and handle like no trucks before . . . gives greatly increased road stability.

TOUGH, NEW TANDEMS—UP TO 120,000 LBS. GCW! Equipped with rugged, new GMC Truck engines, today's strongest frames, new, specially-reinforced, double file cabs and most advanced suspension systems, 1960 GMC tandem-drives are designed to handle your tough tie jobs—on or off-highway.

It's here from Operation "High Gear," the . . .

BIG GMC BREAKTHROUGH

IN TRUCK ENGINES



GMC V-6 ENGINE life expectancy: three times longer!

Now!! Dramatic new engines—both gas & diesel—to meet every power requirement . . . including an exclusive new V-6 gasoline engine designed to give up to triple the life!!

Greeling dynamometer tests clearly indicate that this compact, new V-6 gasoline engine can give 300,000 miles—and more—of continuous operation without major overhaul! Here are some of the reasons why:

33% greater cooling area around valves and cylinders, plus circulation of up to 176 gals. of water per minute, eliminate life-killing "hot spots."

Crankshaft twice as husky as comparable V-8s . . . strongest connecting rods and largest bearing areas of any comparable engine . . . extra large exhaust valves . . . are just a few of its many rugged features.

Shaft block, with strong inner ribbing and deep skirt 2" below crankshaft centerline, gives great rigidity, adds years of life to all components.

Other advanced, new gas and diesel engines shown at top of left-hand page.

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